

## Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 EB-07 INR-07 LAB-04 NSAE-00  
PA-02 SIL-01 USIA-15 PRS-01 OES-06 EPA-04 /060 W  
----- 008854 /23 45

R 151005Z DEC 76  
FM AMEMBASSY STOCKHOLM  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 9345  
AMEMBASSY COPENHAGEN  
AMEMBASSY HELSINKI  
AMEMBASSY OSLO  
AMCONSUL GOTEBORG UNN

UNCLAS STOCKHOLM 6844

FOR: BIC/OIM:TRAFTON

E.O. 11652: N/A  
TAGS: BEXP, SW  
SUBJECT: DECEMBER POLLUTION CONTROL SHOW PRELIMINARY REPORT

REF: STOCKHOLM 6743

1. POLLUTION CONTROL EQUIPMENT EXHIBITION.
2. US TRADE CENTER FOR SCANDINAVIA, STOCKHOLM, DECEMBER 6-10, 1976.
3. THIRTYEIGHT EXHIBITORS (20NTM); 25 PARTICIPANTS (17 NTM).
4. ACTUAL SALES DURING SHOW: \$77,680; SALES EXPECTED NEXT 12 MOS: \$8,241,720.
5. ACTUAL SALES NTM: \$77,680; OTM: NONE  
PROJECTED SALES NTM: \$7,398,000; OTM: \$843,720.
6. ELEVEN EXHIBITORS SOUGHT REPRESENTATION (FIVE EXHIBITORS REPORTED SEARCH FOR REPRESENTATIVE AS PRIMARY OBJECTIVE IN PARTICIPATING).
7. TWO EXHIBITORS APPOINTED 3 REPRESENTATIVES DURING SHOW.

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8. NINE EXHIBITORS EXPECT TO APPOINT ADDITIONAL 17  
REPRESENTATIVES IN NEXT 12 MOS.

9. REGISTERED VISITORS: 788

10. SUCCESS STORIES:

A) NTM PACIFIC SCIENTIFIC CO., CITY OF COMMERCE, CA, INTRODUCED THEIR FLUID CONTAMINATION CONTROL INSTRUMENTS TO SCANDINAVIA. HEINZ KUPFER, HIAC ENGINEER, EUROPE, FROM THE SWISS SUBSIDIARY EXPECTS TO APPOINT DISTRIBUTORS IN SWEDEN AND DENMARK IN THE NEXT TWO MONTHS AND A DISTRIBUTOR IN FINLAND IN THE NEXT 12 MONTHS AND PROJECTS \$153,000 IN FIRST YEAR SALES. HE COMMENTED: "THE SHOW WAS VERY WELL ORGANIZED AND I FEEL THAT A LOT OF PUBLICITY HAD BEEN MADE TO ATTRACT CUSTOMERS AND REPRESENTATIVE COMPANIES. WE APPRECIATED THE OPPORTUNITY TO GET BACKGROUND INFORMATION ON REPRESENTATIVES AND AGENTS IMMEDIATELY FROM THE COMMERCIAL SECTION". CLEARED FOR PUBLICATION.

B) NTM RESOURCES CONSERVATION CO. (RCC), RENTON, WA CAME INTO THE SHOW AS THE RESULT OF CONTACTS MADE BY THE CONSULATE GENERAL IN GOTEBOG WITH PROVINCIAL ENVIRONMENTAL PROTECTION AGENCY OFFICIALS WHO DISPLAYED A STRONG INTEREST IN RCC'S BRINE CONCENTRATION SYSTEM AND DEWATERING SLUDGE SYSTEM WHICH PROMISE TO MEET A PARTICULAR NEED OF PETROCHEMICAL AND REFINERY PLANTS IN THE GOTEBOG AREA. A SPECIAL MAILING WAS MADE TO INVITE KEY DECISION MAKERS IN SCANDINAVIA TO A SUCCESSFUL TECHNICAL PRESENTATION BY DR. THEODORE M FOSBERG OF RCC'S PROCESS ENGINEERING DEPT. WILLIAM W STICKNEY, MANAGER, MARKETING SERVICES EXPECTS VERY SIGNIFICANT LONG RANGE SALES TO DEVLOP FROM THE CONTACTS HE MADE AT THE SHOW, PROJECTING \$5 MILLION IN FIRST YEAR SALES. HE COMMENTED: "TALKED TO ABOUT 50 PROSPECTS WHO SHOWED REAL INTEREST, OF WHICH WE CONSIDER 12 AS FIRM SALES LEADS. USUAL MINIMUM LEAD-TIME TO FINANLIZE CONTRACT NEGOTIATION AND SALE OF \$5 MILLION SUSTEM IS ONE YEAR TO 18 MONTHS". CLEARED FOR PUBLICATION.

C) NTM THERMO SYSTEMS INC., ST. PAUL, MN, PENETRATED THE SWEDISH MARKET FOR THE FIRST TIME WITH THEIR AIR PARTICLE ANALYZERS AND MONITORS AND APPOINTED A SWEDISH SALES REPRESENTATIVE AT THE SHOW. FRED KIRSCHFINK, TECHNICAL  
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DIRECTOR THERMO-SYSTEM'S BELGIAN OFFICE, ALSO EXPECTS TO APPOINT A FINNISH REPRESENTATIVE WITH WHOM HE ENTERED NEGOTIATIONS AT THE SHOW. HE COMMENTED: "GOOD SHOW; WELL PREPARED. WE WILL TRY TO COME TO OTHER SHOWS." CLEARED FOR PUBLICATION.

11. AMBASSADOR ATTENDED PRESS CONFERENCE AT TRADE CENTER DECEMBER 6 AND ISSUED A STATEMENT TO THE REPORTERS TYING

EXHIBITION TO US ENVIRONMENTAL POLICY (STATEMENT WAS PREPARED BY ECONOMIC COUNSELOR AND TRANSLATED AND REPRODUCED FOR TRADE CENTER BY USIS STOCKHOLM). AMBASSADOR OPENED VIP RECEPTION AND VISITED EACH BOOTH TO WELCOME EXHIBITORS WITH GUEST OF HONOR, VALFRID PAULSSON, DIRECTOR GENERAL OF SWEDEN'S ENVIRONMENTAL PROTECTION AGENCY. SEMINAR PROGRAM WAS HIGHLY EFFECTIVE IN BRINGING MAJOR INDUSTRIALISTS AND ENVIRONMENTAL OFFICIALS TO VISIT SHOW. OVER 50 SWEDISH INDUSTRIAL ENGINEERS IN STOCKHOLM FOR WORKER PROTECTION AGENCY COURSE VISITED SHOW AND ATTENDED AFTER-SHOW COCKTAIL RECEPTION WITH EXHIBITORS DECEMBER 8. EXHIBITORS WERE PLEASED WITH VERY HIGH QUALITY OF SHOW VISITORS AND NOT ONE REPORTED FAILURE TO ACHIEVE OBJECTIVE IN PARTICIPATING.

12. ONLY 52 VISITORS (6.6 PERCENT OF TOTAL) CAME FROM OTHER NORDIC COUNTRIES (6 FROM DENMARK, 22 FROM FINLAND, 24 FROM NOREAY). REFLECTING SMALL NUMBER OF EXHIBITORS WHO PERMITTED US TO PUBLICIZE THEIR SEARCH FOR REPRESENTATION BEFORE THE SHOW (FIVE). AS USUAL, HOWEVER, THESE VISITORS ACCOUNTED FOR A DISPROPORTIONATE SHARE OF MOST SHOW ACCOMPLISHMENTS: 17 PERCENT OF SALES LEADS (7 FROM DENMARK, 52 FROM FINLAND, 66 FROM NOREAY), 19 PERCENT OF IMMEDIATE SALES (\$5,000 TO FINLAND, \$10,000 TO NORWAY), 28 PERCENT OF REPRESENTATION LEADS (2 FROM DENMARK, 8 FROM FINLAND, 6 FROM NOREAY), 33 PERCENT OF REPRESENTATIVES APPOINTED (ONE FROM DENMARK), 53 PERCENT OF ADDITIONAL REPRESENTATION APPOINTMENTS UNDER NEGOTIATION (ONE FROM DENMARK, FIVE FROM FINLAND, THREE FROM NORWAY), BUT 6.4 PERCENT OF SALES PROJECTIONS (\$20,000 TO DENMARK, \$308,667 TO FINLAND AND \$198,900 TO NORWAY). SENIOR COMMERCIAL SPECIALIST FROM AMEMBASSY HELSINKI VISITED SHOW WITH GROUP OF 11 KEY END-USERS, REPRESENTATIVES AND DECISION MAKERS FROM FINLAND INCLUDING DIRECTOR OF ONE OF FINLAND'S LARGEST MANUFACTURERS AND SECRETARY GENERAL

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OF MINISTRY OF INTERIOR'S ENVIRONMENTAL PROTECTION COUNCIL. EXHIBITORS FOUND FINNISH GROUP TOP QUALITY AND APPRECIATED ASSISTANCE RENDERED AT EXHIBIT BY COMMERCIAL SPECIALIST.

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